BLULEADZ

HOW TO CREATE AN EFFECTIVE INBOUND MARKETING CAMPAIGN

A Start-to-Finish Guide to Launching Your First Campaign (The Inbound Way)

Table of Contents

The inbound methodology has been associated primarily with marketing.

It's the simple process of attracting visitors to your business, educating them using high value content, and converting them with lead magnets that help them address a specific problem.

But marketing is just one component of the larger picture of the inbound methodology, which is best represented by the flywheel framework.

The flywheel puts customers at the center of everything, which is a big step in the right direction when you look at how the funnel placed customers – at the end of the process.

Inbound extends to every aspect of your business. The more you focus on delivering an exceptional customer experience at every touchpoint, the more likely you are to close leads and retain happy customers, who will also likely refer others to you.

As you can see, inbound marketing plays a big part in this.

Through your marketing efforts, you're driving traffic to your site and generating qualified leads that you can then hand off to your sales team to nurture and close them.

And of course, customer service takes over and delivers consistent support to continually delight them after the sale. In fact, they may even drum up some cross-sell- and upsell opportunities.

The bedrock of any thriving business, no matter the industry or size, is successful marketing campaigns.

HubSpot introduced the flywheel framework to emphasize the importance of customer centricity. The funnel approach left the customer as an afterthought. The flywheel puts them at the center of everything you do.

Chapter 1:

Defining the Modern Day Marketing Campaign

The ways companies connect with their prospects and drive awareness have changed dramatically in the last couple of decades.

And with the ongoing advancements in technologies, there are so many new channels and engagement strategies marketers are tapping into.

But let’s start with the basics.

What Is a Marketing Campaign?

Simply put, a marketing campaign is built to reach customers through a combination of media platforms and influence their perception of the brand and guide them through the buyer's journey to (ideally) make a purchase.

A campaign is multi-layered, composed of many components, like advertising tactics, design elements (e.g., CTA buttons, lead magnets, etc.), marketing collateral (e.g., supporting blog posts and landing pages), and sales focuses, which includes forms and email marketing strategies.

All these aspects of a campaign work together to form this singular, original idea.

Why Campaigns Are So Important

They Boost Brand Awareness.

Regardless of the channels you use for marketing, you're actively spreading the word about your company and what value you offer through your products and services.

The more your target audience comes across your brand, the more familiar they become with your company.

A good campaign also gets people talking. If people love what you have to say and what you're offering, they're going to share that with their personal network. Take as much free press as you can to supplement your campaign efforts.

They're Easy to Budget For.

No matter your financial restrictions, you can keep the cost of your campaign relatively low. You don't need a six figure budget, where you're spending big on high priced advertisements.

The digital assets needed to build your messaging can be integrated across campaigns and shared over channels. This saves you money that you'd be putting forth on duplicating content, graphics, and the like.

They Attract New Customers.

A great marketing campaign that engages leads across different platforms will garner plenty of attention and positive sentiment associated with your brand.

It's easy to forget one commercial that you saw out of the corner of your eye while washing dishes.

But if you see another ad from the same campaign while scrolling through your Instagram feed or if you read an impactful blog post that helps you solve a problem, then you've come to recognize the brand.

If you're exposed one more time and the product or service actually has some value or interest to you, you just may be tempted to see what all the hype is about.

Next thing you know, you're giving your payment details.

With digital marketing, you now have access to a much larger pool of customers that you wouldn't normally be able to reach, and the right campaign will draw them in.

What Makes a Marketing Campaign Effective?

This is a big question, and when you can nail down exactly what an effective campaign looks like, you're ready to build your very own. Let's look at what characteristics make up effective, successful campaigns.

They Speak to a Specific Audience.

A common mistake companies make is trying to develop campaigns that speak to everyone. The problem with this tactic is that it weakens your message, and you may wind up reaching no one.

Instead, figure out who your typical customer is. The best process for this is creating buyer personas to match their needs and interests.

Once you have your buyer personas documented, you can create campaigns that speak to one specific persona. By speaking to one persona, you're better prepared to fully tailor your messaging to their unique perspective.

They're Educational.

Educational or informative marketing provides answers to a question, need, or concern that a prospective customer might have. This is the marketing that is most useful when a prospect is in research mode and trying to obtain specific information to get closer to a decision point.

How-to blog posts and step-by-step videos, for example, would fit into this type of marketing. The tone of this content borders on the role of consulting and even customer service.

The bottom line of all things inbound is simple: Be helpful upfront, and continue delivering value at every touchpoint.

They're Timely.

In order for marketing to be truly helpful, however, it needs to be available to your target audience at the right time.

Think about it: If you are facing a certain challenge and are actively searching for a solution, wouldn't you love to find it right in your inbox at the moment you needed it most?

Let's say you are organizing a wedding and looking for the right venue. In your research, you might have visited a few websites, but your heart will ultimately be won by the company that follows up with you, acknowledging what you are searching for and offering to help.

Amazon is the classic example of a website that customizes viewing experiences based on the needs and preferences of its customers.

And thanks to the power of marketing software, you can use personalization techniques, like [smart content] or personalization tokens, to deliver a unique experience that speaks to the visitor's interests at the exact right moment.

They Use Consistent Messaging.

In order to make marketing content that people love, you need to consider the experience of the user across their different lifecycle stages: from the first time they encounter your brand, through their interaction with your website and content, to the point of converting into a customer, and their long-term success as one.

If you're being consistent is how you position yourself and how you educate your target audience, they will feel comfortable relying on you as a credible resource.

You remove hurdles and build trust to keep them engaged throughout each of their lifecycle stage, and you eventually encourage your audience to become evangelists for your brand.

What You Need to Start Building Your Campaign

Before you build a comprehensive inbound marketing campaign, you need to compile the right tools and assets.

Assets to Use In Your Campaign

A complete campaign includes the following:

- ***A content offer:*** Also referred to as a lead magnet, this is the content asset that you create to entice visitors to provide their contact information in exchange for the offer. It's often gated behind a form.
- ***Webpages with conversion paths:*** Conversion paths should be clear and contextual. You can build webpage conversion paths based off of what the visitor's intention is on a particular page. For example, if they're reading a blog post on a particular topic, provide an ebook that dives deeper into the topic.
- ***A call to action (CTA):*** Your CTA is meant to entice readers to take an action (usually click a button) that sends them to a landing page.
- ***A landing page:*** This is where visitors are directed after they click a call-to-action (CTA) button. A landing page highlights the value of the content offer and includes a form for visitors to fill out in exchange for the offer.
- ***Follow up emails:*** These are sent right after a lead fills out a form to get a content offer. Usually in the form of a thank you email, the messaging often expresses appreciation for the download and delivers the lead magnet directly to the lead's inbox.
- ***Promotional content:*** There are many ways to promote your content offer. Campaigns are supported by various promotional channels, including emails to existing subscriber bases, social media content, press releases, and blog posts.

Tools for Managing Your Campaign

To create these assets and fully execute your campaign strategy, you need the right tools at your disposal, such as:

- ***Marketing software:*** There are so many automation platforms to consider, and most of the leading vendors offer similar features, including lead management, integrations, social media automation, workflows, landing pages, and much more.
- ***Email software:*** Your email platform enables you to build workflows, lead nurturing campaigns, newsletters, etc. These are a must for building subscriber lists.
- ***Customer relationship management (CRM) software:*** The centralized resource for your entire company, this is where you organize and oversee every aspect of the ongoing relationships you build with each contact.
- ***Content management system (CMS):*** This is the software you use to build and execute your content marketing strategy. It's your go-to tool for creating, scheduling, and publishing content.
- ***Analytics tool:*** All these tools are important, but you need analytics to fully comprehend the results of your efforts. There are many options, like Google Analytics, but you can also find analytics in your other tools, like your email platform, marketing automation software, and CMS.

Chapter 2:

Creating the Ultimate Content Offer

Now that you know what a campaign is and you have all your tools and assets ready, you can start creating the best offer for your audience.

Follow these steps to create an offer that nobody can resist.

1. Do Your Homework.

One of the most basic steps to create a great offer is to do your homework. Get to know who your best customers are, learn their pain points, and what they're looking for when they come to you.

This is going to take some dedicated buyer persona research. A buyer persona is a kind of profile you assemble about your most profitable customers — who they are, what they do, and where they go to gather information.

Having this information is immensely useful for optimizing content for a specific persona so it will have a bigger impact.

2. Audit Your Existing Content.

Odds are that you already have a content offer or two somewhere on your website. Take a few minutes to go over the existing content on your site and answer some questions.

For example:

» What kind of content offers do you already have?

» What personas do they target?

» Could they be written better?

» Is the information inside still current and accurate?

» Which blogs get the most views and engagement?

Getting the answers to these questions can help you establish what kinds of content you need to fill the gaps in your website's content catalog.

3. Pick a Topic Based on Your Research.

Now that you have some data on your audience and the content you already have, pick a topic for your content offer.

Try to focus on topics that are relevant to some major pain point or are focused on a particular stage of the sales funnel that you don't already have content for.

An Example From Bluleadz:

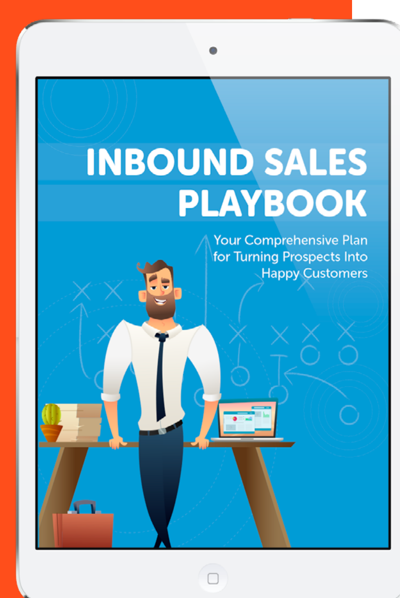
Content Offer Ideation

After we enhanced our existing buyer personas, we reviewed which one we wanted to target with a new offer.

We decided to target Sales Manager Steve.

One of Steve's primary goals is learning and introducing new sales processes and techniques, which is a major obstacle for him because he's also managing an entire team. We audited our current content offers and found that we did not have a piece of content to help him with this particular objective.

So we decided to create The Inbound Sales Playbook – a comprehensive ebook that breaks down all four stages of inbound sales and provides activities and action items.



4. Recruit a Kickass Team.

Even if you plan on doing most of the writing for the new content offer yourself, be sure to enlist a little help. Recruit a team of content creators to support your efforts.

Good recruits include:

» Any experts you have on the subject you're writing about

» Writing and communications specialists

» People who work with your customers on a daily basis (customer support staff, sales, etc.)

Experts on the subject and any staff you have who interact with your customers on a daily basis can provide invaluable insights into the topic and your audience.

Writing specialists (both inside your company and freelance writers and editors) can help you structure your content and point out key improvements you could make.

Depending on the scope of your lead magnet, you likely don't need a ton of people helping you out — just one or two extra pairs of eyes can be more than enough.

5. Start Creating It.

Now, with all your resources at the ready, it's time to start creating your offer. Start by outlining the content. This outline might look different for certain formats.

For example, a video course will include scripts and storyboards, and an ebook will include outlined chapters.

Once you're done outlining, start creating the first draft of your content. If you're having someone else create the content, be sure to supply them with resources to guide the content. Write notes about the important points to include, useful research links, and other resources to improve the overall quality of the offer.

6. Get to Editing.

Once you're done creating the offer, put it through an editing process.

If you wrote the offer yourself, have your content creation team give it a read so they can point out any major changes it needs. If you had colleagues or freelancers create it, give it a read yourself, then have the rest of your team make their suggestions.

Having someone who didn't write the content offer review it is important — it's often hard to spot mistakes or missed opportunities in the work you've already put so much time and effort into.

7. Polish It Up With Great Design.

After the content is created and edited for the offer, start designing it.

Many companies hand this task to an outside agency or contractor if they don't have an in-house designer.

When the design is finished, review it and make sure that there are no major errors or omissions from the design process. You'd be surprised how often a paragraph mistakenly gets deleted or repeated in a content offer's design.

Chapter 3:

Driving Conversions With Your Content Offer

In order to start generating new leads from your offer, you need to actually place it on your website. To do that, there are many pieces left to build.

Let's take a look at what a typical conversion path looks like.

As you can see, first the prospect finds your website, usually through search engines, digital ads, social media shares, or other links. Ideally, they landed on a webpage on your site that includes a relevant content offer.

They find the content offer by locating the CTA button, which is usually placed somewhere strategically on the webpage.

Calls to Action (CTAs)

A CTA is a statement or direction designed to entice immediate engagement from whoever is reading it.

These are vital to the conversion path because they clearly set expectations the visitor should have for the offer, which avoids confusion, and they guide the reader toward information they need.

Here are some best practices to follow when you're creating CTAs:

- Incorporate words and phrases that spark a sense of urgency.
- Keep the copy and the image small and concise.
- Present the value using straightforward language.
- Position the CTAs in a way that makes them easy to spot.
- Use action words and phrases to encourage clicks.

The CTA button leads visitors to a landing page, which provides more information about the content offer.

An Example From Bluleadz:

Conversion Path Planning

In the case of The Inbound Sales Playbook, our content team pulled a list of high performing blog posts that Sales Manager Steve would likely seek out.

For example, the post "5 Sales Reports You Need to Get From Your Sales Team" was written for Steve. He would likely find this post while researching sales reports, which is another one of his areas of focus.

We added a CTA for the content offer at the end of the blog post to entice readers to learn more about the process of inbound sales and how to adopt it with their team.

While using Hotjar, a heatmapping software, we noticed that many readers don't make it to the end of the blog post.

This is what prompted us to add a sidebar CTA, too. This way, readers can see it and download the offer even if they only make it through the first section of the post.

Landing Page

A landing page is any standalone webpage that serves the purpose of an advertising or marketing campaign. It's where a consumer "lands" after clicking a promotional link of some sort.

The goal of your landing page is simple: Convert visitors to leads.

A good landing page consists of many different elements.

An Enticing Headline

People's attention spans are short, especially online. This means you need to make sure your offer is as clear as possible.

A good rule of thumb is to make sure your landing page passes the "blink test" – can the viewer understand the offer and what you're asking them to do in less than five seconds?

An Attention-Grabbing Image

You need a featured image of the offer that you're presenting. Simply adding a cover image, like a 3D cover, of your latest ebook can get readers excited to dive in.

An Informative Body

The body of your landing page should provide a description of what your offer is and why your visitors should download it or sign up for it. Make the specific benefits of the offer clear.

Format the body of your page in a way that quickly conveys the value of the offer and the action visitors need to take. For instance, use bullet points and numbering to simplify the visual layout of the text, and use bold or italicized text to highlight the main points.

CTA Button

Placement of your button is crucial on your landing page. Remember, they clicked a button on a webpage already, so you know they're interested in downloading this offer.

Therefore, clearly define their next step. Make it crystal clear what they need to do next in order to gain access to your offer.

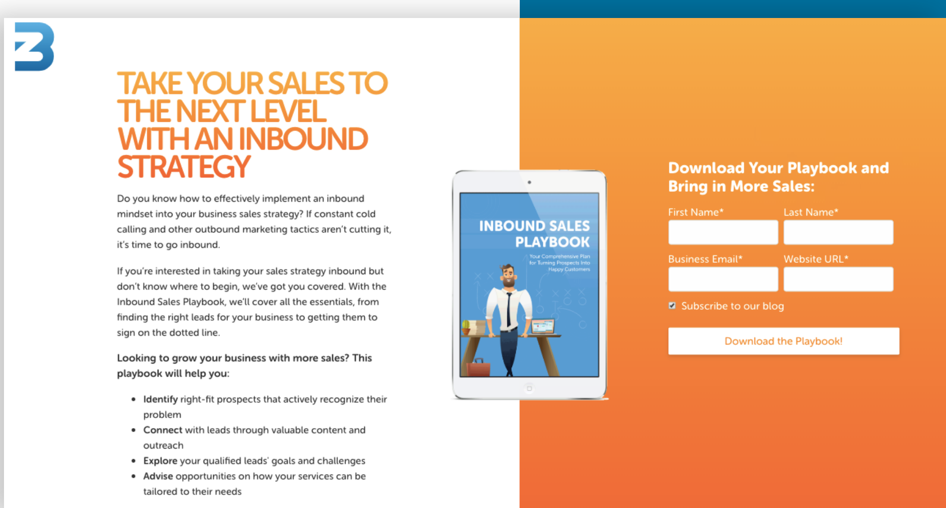
An Example From Bluleadz:

Landing Page Creation

For the Inbound Sales Playbook landing page, we stuck to best practices.

The content is concise and broken up with a short bulleted list. This way, readers can skim the copy to glean what benefits they'll enjoy from the ebook.

Notice the clear CTA button, the appealing design, and the short form. This makes it easy for readers to jump on this offer in no time.



This is the landing page design we use for all of our content offers to capture our visitor's attention.

After a visitor converts on the landing page, it's time to celebrate! You got a new lead! Great job!

From the perspective of the new lead, they're sent to a thank you page.

Thank You Page

A thank you page is where you express your gratitude for their interest in your content.

But it also presents you with an opportunity to encourage them to download a secondary offer that relates to the offer they just downloaded.

Aside from a simple message expressing your gratitude, your thank you page may also contain:

» Clear expectations of when and how they can expect to receive your content offer.

» A brief video clip explaining what is included in the resource.

» An invitation and link to subscribe to your blog.

» Social media social sharing icons.

» A call-to-action (CTA) that nurtures leads further down the inbound marketing funnel.

» The navigation bar at the top of the page.

At this stage, make sure you're proactive in engagement. You can set up marketing automation to immediately send the new lead a thank you email.

Thank You Email

These are meant to express your appreciation for their interest in your company, but they're also a great opportunity to guide the recipient further down the buyer's journey. This is where secondary offers come in handy.

Add a CTA button to an offer that is relevant and related to the offer they just accessed. You also want to include personalization tokens in the thank you email so it adds a human element.

Keep the copy short and include links to the offer so they can access it immediately.

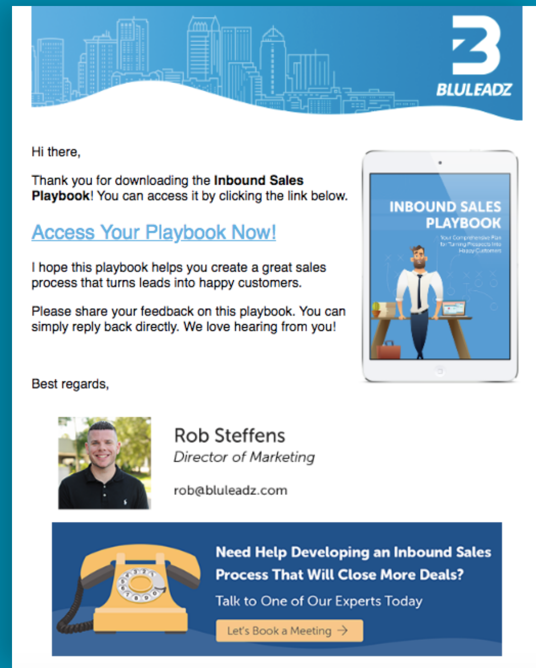
An Example From Bluleadz:

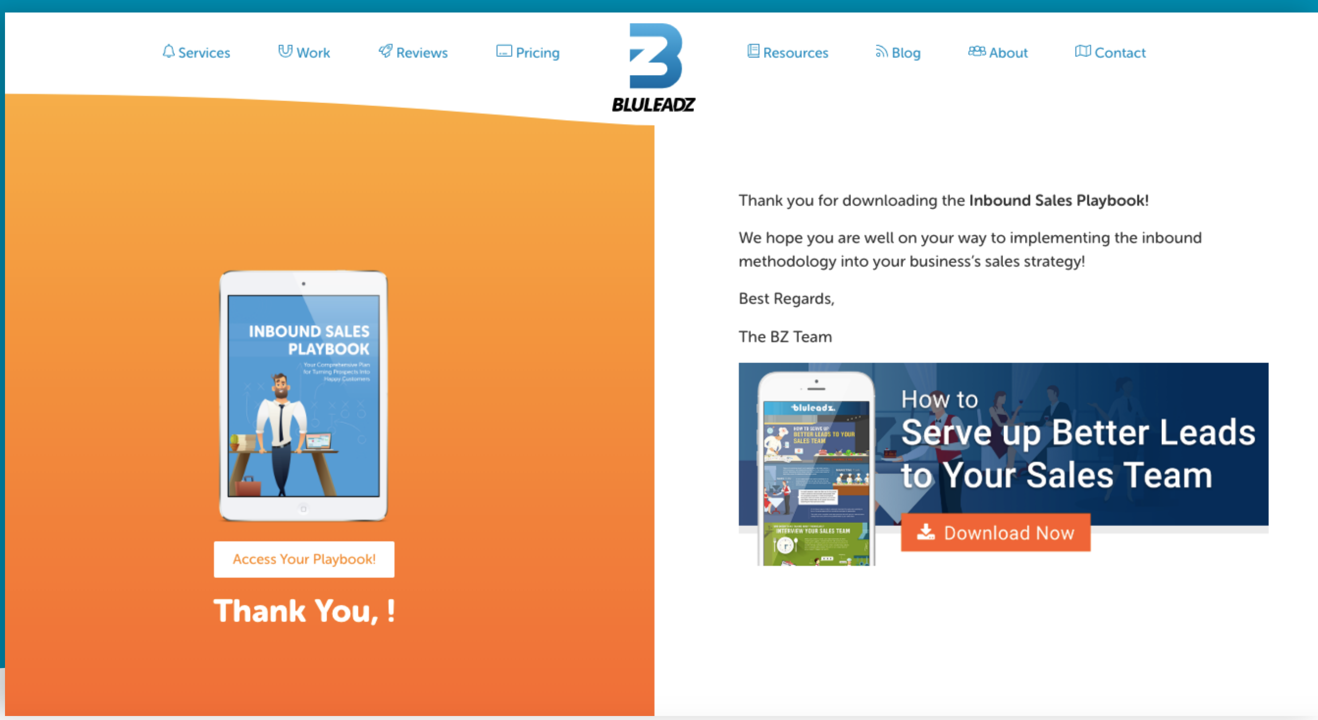
Thank You Page and Email Creation

Following the best practices, our content team built out the thank you page, keeping it concise and promoting a relevant secondary offer. In this case, that offer is an infographic for lead handoffs.

In the thank you email, we included clear CTA buttons for the user to download the offer. As you can see at the bottom, we offer an additional content offer they can use.

For this email, the secondary offer is a bottom of the funnel offer – a free consultation that helps users set up an inbound sales process.





As you can see, there are many moving parts in an inbound marketing campaign. And every detail matters.

You need to right content and design to grab attention and entice visitors to click your CTAs. Your landing page needs to get them excited to fill out a form to download the offer, and the thank you page and thank you email should make them feel valued and appreciated.

Once they're all finalized and in place, you're ready to set up your workflows.

Chapter 4:

Mastering Worfklows

It’s awesome to gather new leads from your content offers. But where do you go from there? What do you actually do with leads before handing them over to sales?

This is where workflows come in.

What Is a Workflow?

Workflows are an automated series of emails or other communications that pre-qualify early-stage leads before handing them over to sales.

Workflows are also known as advanced lead nurturing, marketing automation, drip marketing, and auto-responders.

The goal of workflows is straightforward – to make your new leads more sales-ready. By using workflows and nurturing your leads, you save your sales organizations time because you educate and qualify the lead over time.

This is only one of the reasons you should start doing lead nurturing.

The Benefits of Lead Nurturing

Without lead nurturing, buyers are likely not ready to take meaningful action to convert and marketers will fail to close the sale.

A MarketingSherpa report found 73 percent of B2B leads are not ready to become customers.

This is where lead nurturing breaks through barriers so brands can continue to earn the trust of visitors and prospects can perform actions that make them closer to becoming customers.

With lead nurturing, your marketing and sales teams can more efficiently build relationships that are personable and sustainable – the goal of any company that wants to make a long-lasting impact in their industry and their customer base.

6 Steps for Creating a Workflow

1. Set a Goal.

In order to define the purpose of your workflow, you have to have specific goals to work toward.

Make sure that you have SMART goals (specific, measurable, attainable, realistic, and timely) in place, or you run the risk of being too vague.

A goal that's too broad can either be too big to achieve or too general to measure for.

Clearly defined goals will also help with planning and curating content.

If you're hoping to move a certain number of leads from the awareness stage to the consideration stage, then you'll need to create ebooks, webinars, and similar content offers that will assist in that transition.

Be picky and be clear at this stage. It sets the foundation for the rest of the workflow.

2. Determine Which Personas to Target.

Based on the buyer personas you created earlier when you were identifying your target audience, you can assign personas to your leads.

Certain content should only be going to specific leads depending on where they are in your lead nurturing timeline.

Make sure that you truly understand your personas so that you can cater to each one specifically.

Remember, personalized and targeted messages are the most successful, so avoid the serious goof of sending an irrelevant email to the wrong person.

3. Plan Your Content Marketing Strategy.

Now that you know who you're reaching out to, you need to decide what you're going to send them.

An email prompting a lead to go to content that doesn't exist or has little value is only going to end with you losing that lead.

Observe how your content can help lead a buyer down their journey and identify any holes that may exist through a content audit.

You can create a map, literal or figurative, that will help you plan which offers you should bolster and prioritize.

4. Implement Email Marketing.

You've got the leads, you've got the content, now make those emails irresistible.

A great email marketing strategy does not call for you to flood a lead's inbox.

Make sure that every message they receive is intentional and valuable in some way or another. Try and align your goals with their problems so that your email reads in a mutually beneficial way.

In a workflow, you can have different templates assigned to different personas for different stages, keeping every interaction relevant.

5. Define Workflow Triggers.

It's important that you define which actions will trigger your lead nurturing automation to start.

Whether your goal is to get every lead in a specific persona list to subscribe to your newsletter or enroll every person who has visited your pricing page in the last month, you have to have those actions specified for your workflow to work as it should.

Once that's decided, build them into your automation software.

Write your emails out and save them for the communication flow, then establish the rules of the automation.

Depending on the complexity of your software, you can add logic to prompt delays between emails, update a lead's priorities or skip emails based on their behavior, and more.

6. Test, Analyze, and Adjust Your Campaign.

You'll always want to double, maybe even triple, check your campaign before you make it live.

Check for technical errors, spelling, grammar, and personalization. Make sure that the entire flow is cohesive and smoothly moves from one stage to the next.

Just because it's automated doesn't mean it shouldn't feel natural. Test everything, and then test it again.

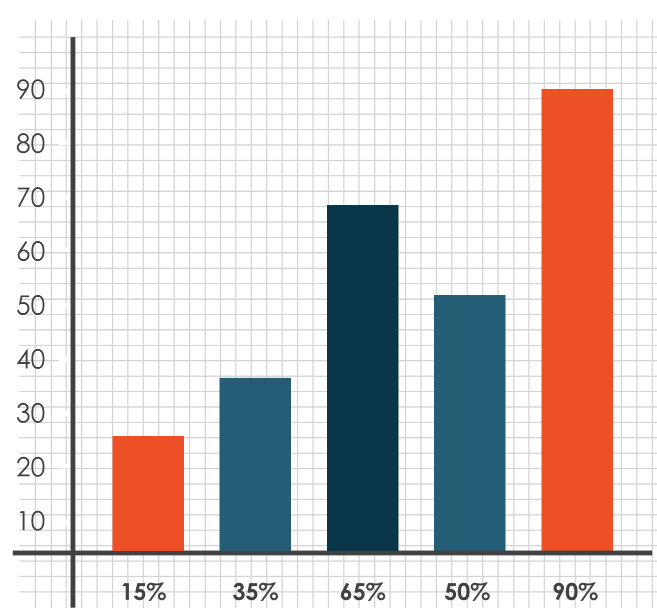
Next thing you know, you're going live!

As you collect data, perform a comprehensive analysis of every aspect of your campaign. What does your click-through rate look like? How's your conversion?

Once you start seeing some return on what's working and what isn't, you can make adjustments to try and refine your strategy.

Wondering what your workflows might look like?

They can be as simple or as complicated as you wish for them to be. Let's look at a couple of examples of hypothetical workflows that can help you with lead scoring and moving prospects down the sales funnel, accordingly:

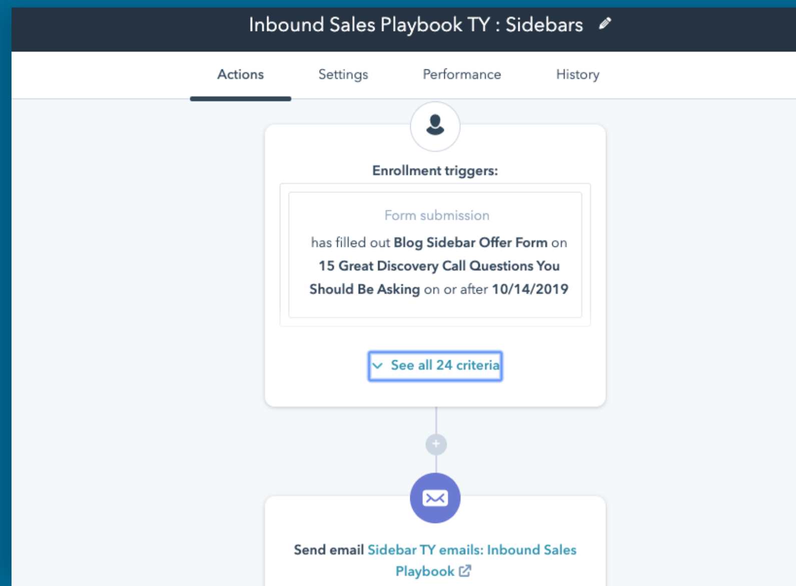


An Example From Bluleadz:

Campaign-Based Workflows

For the Inbound Sales Playbook example, our team built a simple workflow for those who download it through a sidebar CTA.

The criteria is simple: whoever filled out the sidebar offer form on 24 blog posts where the sidebar CTA is located. The goal of this workflow is simply to deliver the thank you email with the BOFU secondary offer.



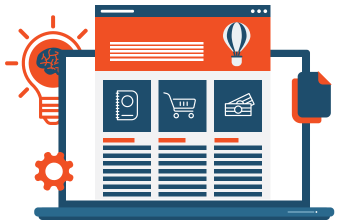
Here's an example of a larger lead nurturing campaign, where we target low MQLs who downloaded our content offer, the B2B Website Design Checklist.

Our content team created a series of six emails with educational content to further educate leads on how to improve their site design.

Each message is contextual and helpful, and they present BOFU CTAs as well to encourage them to contact our inbound specialists.

Examples of Workflows

Lead Scoring Workflow



Person visits your website

1.

Visitor requests a consultation with sales

2.

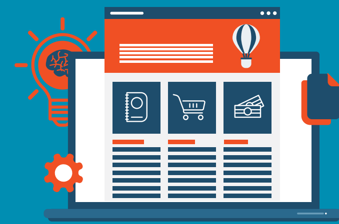
Lead receives a score of 20 points

At this point, your campaign is live and your workflows are set up to further nurture your leads.

But you can't just expect people to come to your content offer.

You need to promote it.

Sales Funnel Workflow



Person visits your website

1.

Visitor downloads an ebook

2.

Lead receives a follow-up email with the requested ebook

3.

Lead is assigned a lifecycle stage

4.

Lead receives a custom invitation for a free consultation with sales

Chapter 5:

Promoting Your Offer

There are so many ways you can get your target audience excited about your lead magnet. Let's look at what channels you can use, both on your website and outside of your site.

How to Promote on Your Website

Sidebar CTAs

This is a no brainer. If you have a content offer relevant to topics you're blogging about, you can position a clear CTA on the sidebar of each of those relevant blog posts.

By adding it to the sidebar, you're gaining visibility and increasing your chances of conversion.

Otherwise, readers might not get to the bottom of your post and find the CTA button at the end.

Pop-Ups

While these can be considered intrusive, they're a great method for getting in front of readers on a consistent basis.

Despite the bad reputation, pop-ups are really effective in promoting content and driving submissions.

Contextual Internal Links

As your body of content is built out, you can find internal linking opportunities.

For example, you can add natural links in your blog post that send readers to your content offer landing page.

Webinars

Consider hosting a webinar through your site that is related to your offer. This gives you the chance to incorporate parts of your offer in the presentation and promote it directly to registrants.

How to Promote on External Channels

Email

You likely already have an existing database of contacts.

They're in your CRM for a reason – you've delivered value to them in the past. They deserve to know that you just published a new awesome content offer.

These are known as dedicated emails or standalone emails – they deliver information about just one offer.

While there are instances when all of your subscribers should be notified about a specific marketing campaign, such as a timely new offer or an upcoming event, you mostly want to segment based on your subscribers' personas.

Social Media

You can promote your content offer and share excerpts through your social media channels. Here are a few quick tips you need to follow:

» Incorporate visuals, like graphics or a 3d cover of the offer, on your cover photos.

» Pin promotional social shares at the top of your feeds on Facebook and Twitter.

» Link to your landing page in your bio.

» Create blockquotes, excerpts, and other bite-sized visuals to use in social shares.

Online Groups and Forums

You can share bits and pieces of your offer in relevant conversations people have through online forums and groups.

Conduct social listening to find groups of people who align with your buyer personas and send helpful information.

But don't just overly promote your offer or force it too much.

You want to educate first and foremost, then eventually share a link to your landing page.

Guest Blogging

There are plenty of sites in your industry where you can contribute as a guest.

Offer insightful, relevant content to these publications and, if it fits within their contributor guidelines, include a link to your landing page.

Even without the link, you can demonstrate your expertise on the topic you built your campaign around and build brand awareness. This might lead traffic to your site as readers start to trust you as a credible resource.

Chapter 6:

Measuring Performance

The first step in building your marketing campaign, as you know by now, is to set a goal. But how do you measure the success of your efforts? How do you know if you accomplished it?

You need to monitor the right metrics, which are known as key performance indicators (KPIs). Your list of KPIs gives you exactly what numbers to look at.

There are several aspects you need to look at for each piece of your campaign.

Landing Page Performance

This is where the conversion occurs, so it's a great page to assess if you're looking for a snapshot of the campaign's overall performance.

When it comes to your landing page performance, start by analyzing your views, submissions, conversions, rate of new leads, and customers.

What If Performance Is Poor?

Different metrics tell different stories. so if your performance was poor, you need to spend time and find out exactly which metric needs to be improved.

The same story applies to the rest of the marketing components used in your campaign. For instance:

If the number of views the landing page got is low...

You need to work harder at promoting the offer and sending more traffic to it.

If the conversion rate of the landing page is low...

You need to focus on creating a more compelling offer or optimizing your landing page.

If the number of new leads this offer brought you is low...

Your existing contacts might not be sharing your offer with new people. You need to either incentivize them or find ways to promote to a new audience.

If the number of customers the offer brought you is low..

Your workflows probably aren't successful at qualifying leads to convert them into customers. You might need to revise the workflows and make them more powerful.

The same story applies to the rest of the marketing components used in your campaign.

You should be able to explore the number of new leads and customers you generated from each channel, and you should also have access to key performance indicators that give you cues on how to improve the final results of your campaign.

When it comes to calls to action, for instance, there are two key metrics that you can monitor in order to improve the effectiveness of this marketing asset:

» View-to-click rate

» Click-to-submission rate

Call to Action Analytics

If the view-to-click rate of your call to action is low...

Make your offer more compelling so that more of the people who see the CTA click through.

If the click-to-submission rate of your call to action is low...

Focus on optimizing your landing page and making it perfectly aligned with your CTA.

For workflow and email performance, you want to look at levels of engagement. How many people are opening your emails? Taking action in your messages? Unsubscribing? Look at metrics related to this.

» Click-through rate

» Unsubscribe rate

Workflow and Email Analytics

If the click-through of your emails is low...

Your offer might not be appealing enough to the recipients you are sending it to. Start creating more compelling offers or spend more time on segmentation. (Note that open rate might be a helpful metric, but isn't very reliable.)

When it comes to blogging and social media marketing, here are some of the key metrics that you need to monitor:

Blog Post Analytics

» Page views
» Inbound links
» CTA click-through rate

Social Media Analytics

» Click-through rate
» Rate shares

Each of these individual metrics can help you identify weaknesses and strengths in your marketing campaign.

However, don't forget about the bigger picture and stay focused on the number of new leads and customers your campaign (and each of your channels) generated.

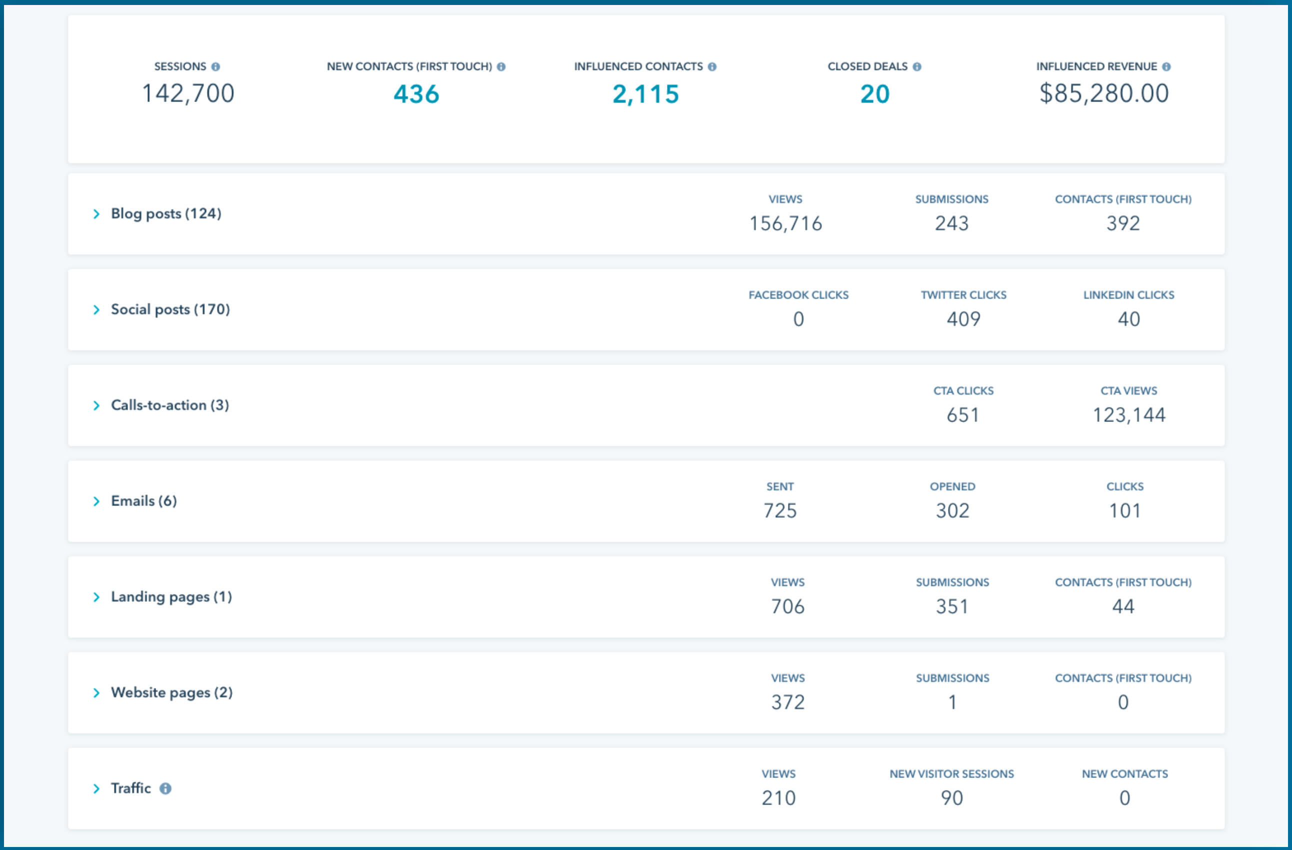
An Example From Bluleadz:

Campaign Analytics

Here's what our marketing analytics dashboard looks like for our Inbound Sales Playbook.

As you can see, our team has access to various reports that show the KPIs associated with each aspect of performance – social, blog posts, CTAs, email, landing pages, website pages, and traffic sources.

These metrics can help steer the direction of the campaign and show us where to make adjustments to hit our goals.



Creating an awesome content offer.

Promoting it strategically on your website and external channels.

Building out engaging lead nurturing workflows.

Measuring the impact of your campaign.

We've covered it all.

Now, you're ready to put it all together and create a successful inbound marketing campaign.

Most importantly, you know how to make each of these components valuable, consistent and timely – all prerequisites for creating marketing that your prospects will love.

Go ahead. Put your new skills to the test and start driving leads!

Not sure where to begin?

Get a Free Marketing Campaign Strategy From Our Inbound Specialists!

Set Up a Meeting